



Committee Handbook

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UNDERSTANDING THE BENEFITS OF AN ICON MEMBERSHIP

ICON (the Influence, Collaboration and Opportunity Network) is committed to meeting the needs of business to business (B2B) professionals in Business Development and Marketing (BD&M) teams. Our professional services members span across sectors including accounting, architecture, commercial property, consulting engineering and legal.

The ever-changing global industry and environmental trends are presenting ICON members with a constant state of disruption and challenges. Sales, client relationship management, marketing, communications, pricing, innovation and learning functions are increasingly central to developing their firm's strategies for growth, gaining competitive advantage, preserving margins and mitigating disruption risk.

Through ICON membership, BD&M professionals can leverage industry best practice and learn about the innovative techniques that our industry's leading firms and consultants are employing. This will help to build a high performing team that will drive each membership firm's innovation and growth, as well as bringing respective BD&M teams up the value chain, so they are respected as essential members of the firm.

ICON will enable members to:

- **Learn** from some of the leading and most innovative B2B firms in Asia Pacific to build and develop BD&M team's sales, marketing and communications skills
- **Inform** BD&M teams of the issues, challenges, trends and opportunities affecting your industry
- **Raise** the profile of BD&M teams inside their firm by becoming thought leaders
- **Challenge** the norm by bringing new and innovative ideas to relevant stakeholders
- **Build** and develop professional network and reference groups
- **Grow** BD&M team by interacting with some of the best candidates in the market.

The events ICON will drive to achieve this:

- Core skills seminars and workshops (such as our "Next Steps" programme) that cover essential knowledge required to thrive in the B2B environment at an introductory level.
- Marketing and communication toolkits and workshops covering campaign design, storytelling, digital marketing, public relations, copy writing, thought leadership, branding, visual identity and marketing campaign ROI.
- Pursuits and client relationship management sessions covering positioning, client engagement, opportunity qualification, tender writing, bid presenting and bid feedback sessions.
- Analytical skills-based events covering methodology and process for implementing sales strategies, measuring buyer behaviour, client feedback and sentiment and key client programme.
- Management and leadership masterclasses covering coaching, strategic planning, organisational design, change management, marketing orientation, sales innovation and technology enablement.
- Technical competency-based events covering digital lead generation, data analytics, SEO, social selling platforms, personalisation, customisation, content marketing and disruptive technologies.
- Soft skills training including managing virtual teams, managing multicultural teams, personal profiling, profile raising in the workplace, confidence building, influencing, political savvy and unconscious bias.
- Networking events and CMO forums designed to uncover and explore emerging industry trends, extend professional network and provide exposure to learnings from other B2B sectors.
- Career development events, from networking functions through to formal mentoring programmes.

BENEFITS OF BEING ON THE ICON REGIONAL COMMITTEE

Being a member of an ICON committee provides you with an opportunity to contribute to an essential not-for-profit association, focused on developing the professional skills of its members and the wider network. Each committee is led by a chair and drives either local membership engagement or supports the broader engagement programs of the association. Each committee is supported by a ICON board member and the ICON admin team.

As a committee member you will be part of the ICON leadership team to help make a positive impact in the business development and marketing profession. You will also:

- **Build and extend your professional network**, working alongside peers in your chapter and connecting with many professionals in the events organised.
- **Hone your leadership skills** by taking a 'role' on the committee such as events management, membership growth, sponsorships or chair, and having direct access to key thought leaders in your market to learn from.
- **Broaden your technical skillset**, developing ideas and building new skills in a safe environment you can incorporate into your day job.
- **Gain insight into other B2B industries** from interacting with fellow committee members and speakers of varied backgrounds invited to events.
- **Leverage your ICON relationships** when looking for the next step in your career whether seeking advice or opening new opportunities.
- **Make ICON a part of your career growth** by moving from member to committee member to vice chair to chair and board member.
- **Share a sense of purpose and passion** by giving back to the industry, through volunteering at ICON and contributing to its success, you are helping peer professionals advance their knowledge and careers.
- **Make many new and enduring personal friendships** and be part of a tight knit community influencing the members of your chapter!

Our committees

- **Regional Committees:** focused on delivering local events which are specifically relevant to each region but which also leverage the insights and learnings of other regions and support the broader Learning and Development program.
- **Learning and Development Committee:** focused on the webinar program, balancing learning opportunities and expanding the toolkits of our business development and marketing community.
- **Communications Committee:** works with all committees to streamline association-wide communications, as well as create new communication campaigns and initiatives.
- **Next Step Committee:** delivers our annual Next Step program for up-and-coming business development and marketing professionals.
- **Conference Committee:** delivers ICON conferences and forums.

ICON COMMITTEE MEMBER COMMITMENTS

The ICON Committees are made up of individuals from different industries and member firms. Together the committees drive the vision of ICON, equipping members to take a meaningful role in the success of their firm and in their own professional development.

As an association, we seek to run learning and development and social networking events for ICON members both online and in our chapters, and to create added value through connecting and communicating with members and providing opportunities to build greater member networks. In addition to the flagship ICON Asia and Australia Conferences, the committees deliver an annual events program on multiple topics to meet the needs of our members.

Also, as a committee member, you are asked to take ownership of a particular “role” to ensure every committee member is clear on their roles and responsibilities and how they can contribute to ICON’s success.

Committee requirements and expectations:

- Attend 80% of committee meetings.
- Carry out the committee role (as described in this committee handbook).
- Own and drive at least one event per year (with the support of your regional committee for sponsors, content/speakers) and support one other event (e.g. registration desk etc.).
- Support regional your committee to assist in idea generation for event topics, speakers, venues etc.
- A commitment to attending 60% of ICON events in your chapter to support fellow committee members.
- All committee members must be financial members of ICON, either via their firm’s membership or individually.

Although we appreciate that circumstances change, we hope individuals can make a commitment to the committee for a minimum of 12 months.

ICON COMMITTEE ROLES AND RESPONSIBILITIES

Each chapter of ICON has a committee formed to help manage, promote and grow ICON in their respective region. The split of roles across the committee will be determined by the chairs in line with the relevant streams for their region. Allocation to role/s implies overall responsibility of the individual/s for the delivery and management of planning, event management and growth of their stream. The following provides the roles and responsibilities that forms the committee and a guideline for number of people to be assigned to each role.

1. Chair: 1 person / Co-Chairs: 2 people

Objective: To lead and be the senior ambassador for ICON in the chapter.

Responsibilities:

- Maintain and enhance the overall reputation of ICON in the chapter.
- Oversee the chapter's financial performance.
- Lead the chapter committee, encourage ongoing engagement and support of all committee members, and ensure fair contributions are made from all committee members.
- Continue to grow the chapter committee, finding a balance between industries, gender, seniority and cultures represented on the committee.
- With the committee members, drive and deliver an exceptional events programme that are aligned with the overall ICON vision and strategy.
- Proactive account management of firm memberships – CMO and members reviews and feedback.
- Drive membership growth – maintain and grow existing memberships, upsell members who are underweight (membership size vs team members) and bring new members on board across a range of industries.
- Project sponsor of an annual conference or a large L&D programme.
- Manage relationships with ICON HQ, Board, and work with other Regional Chairs to share and enhance best practices.
- Maintain relationships with key ICON supplier stakeholders to ensure lines of communication are open when sponsorship is available.
- Own and support one Board initiative (as agreed with the Board).

2. Vice Chair(s) (1-2 people)

Objective: To support the chair in maintaining and promoting ICON in the chapter and be the second in charge when the chair is not available.

Responsibilities:

- To assist the chair in managing key stakeholder relationships including key accounts and sponsors.
- To generate ideas together with the committee, maintain the events calendar and oversee the execution of the annual events programme.
- To meet with prospective ICON committee members, speakers and suppliers, promoting benefits of ICON and their contribution.
- To provide support to the committee member leading an event – i.e. explaining the events process, connecting them with HQ, etc.
- Provide an update to the committee at the monthly meeting and help resolve any issues together with the chair when required.
- Assist the chair to organise major annual event – ICON conferences.

3. Events Team Leaders (2 people)

Objective: To lead the annual events programme including webinars, lunch and learn, social drinks and masterclass.

Responsibilities:

- Co-develop the annual events programme with the chair and vice chair.
- Assign and agree with the committee on the owners of each event, every committee member will own and run at least one event per year.
- Develop the yearly programme for circulation to members and subscribers.
- Work with committee members on arranging speakers, topics, venues.

- Ensure speakers are appropriately briefed, with expectations and needs agreed before the event.
- Organise final confirmations to be sent by HQ.
- Meet and greet speakers and attendants on the day.
- Assign a MC to introduce speaker and close at the end (announcing future sessions and initiatives).
- Share feedback with presenters and committee, taking learnings to future events.

4. Sponsorship Team (2 people)

Objective: To secure sponsorship (both financial and “in-kind”) for the ICON chapter (especially for the annual conference), where appropriate and in consultation with ICON HQ.

Responsibilities:

- Meet and develop relationships with key stakeholders at organisations/companies who may be interested in sponsoring ICON in the chapter (including events and other initiatives).
- Identify/secure sponsorship opportunities for event streams including the annual conference, toolkit, masterclass, social, and industry insight.
- Provide updates at bi-monthly sponsorship meetings by tele-conference with ICON HQ.
- Provide updates of securing sponsorship opportunities (and pipeline) at chapter monthly meetings.

5. Membership Growth Team (2 people)

Objective: Set targets to increase overall paid membership for the year across a range of “B2B” industries.

Responsibilities:

- Conduct review of the chapter by industry lines and identify new/growth sectors (e.g. legal, accounting, real estate, financial services, and consultancy services).
- Identify gaps where 1) firms have membership in other chapters but not in this chapter and 2) firms who have attended ICON events and yet to join as members.
- Identify and build relationship with person responsible for signing off the purchase of an ICON membership. Meet to discuss membership benefits and “close” the membership sale.
- Analyse if firms’ previously holding memberships have allowed their membership to lapse and encourage firms with lapsed memberships to re-join (getting feedback).
- Identify affiliate and other associated industry organisations.
- Provide an update to the committee at the monthly meeting.

6. Next Steps Team (2 people where relevant)

Objective: To develop and execute the yearly ICON Chapter “Next Steps” series (primarily aimed at junior professionals).

Responsibilities:

- Develop the yearly programme for circulation to members/subscribers.
- Arrange speakers, topics, venues, invites – overall responsibility for the whole schedule.
- Liaise with the speakers on presentation before the event.
- Organise final confirmations to be sent by HQ.
- Meet/greet speakers and participants on the day.
- Introduce the speaker and close at the end of the event.
- Share feedback with presenters/committee.

7. Communications Lead (1-2 people)

Objective: To craft and implement a communication (social +digital) strategy appropriate for ICON in the chapter

Responsibilities:

- Promote events both before and after on different communication channels: 1) LinkedIn through posts and encourage fellow committee members to ‘like’ and ‘share’ event posts and 2) ICON website.
- Develop and lead discussion threads on LinkedIn, and other platforms where there is a topic the committee agrees is worth a broader discussion with the community.

The above responsibilities apply unless there are extenuating circumstances which the relevant Chairs will handle on a case-by-case basis. If committee members fail to meet the set expectations, Chairs are responsible for taking reasonable steps to address the situation.

Chairs may adapt these responsibilities as appropriate for the needs of their committee, recognising that a responsive and cooperative approach is essential for a group that relies on volunteers.

ICON membership of committee members

All committee members must be financial members of ICON, either via firm membership, or individual. If a committee member moves to another organisation which is not an ICON member, a grace period of three months between starting the new role is given to take up membership, either on a firm basis or as an individual.

In the event of a committee member being in between employment during their term of office, the relevant committee and its chair should manage the situations on a case-by-case basis.